



REISSUE PATENT  
Docket No. 11032/3028

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Inventors : Gary B. ROBINSON

Reissue Appln. No. : To Be Assigned (Reissue of 08/774,180, filed on  
December 26, 1996, now U.S. Pat. No.  
5,918,014, issued June 29, 1999)

Reissue Filing Date : Herewith

For : AUTOMATED COLLABORATIVE FILTERING IN WORLD  
WIDE WEB ADVERTISING

Group Art Unit : To Be Assigned

Examiner : To Be Assigned

Box REISSUE  
COMMISSIONER FOR PATENTS  
Washington, DC 20231

**PRELIMINARY AMENDMENT**

S I R:

Applicants respectfully request that this Preliminary Amendment be entered in the  
above-identified broadening reissue application before examination of said application.

**In the Claims**

Please add the following new claims:

26. (new) A method for advertising, including:

receiving information based upon the activity of a user in an interactive  
medium;  
determining a community for said user based upon said received information;  
and  
selecting an advertisement to be displayed to said user based upon said  
community.

27. (new) The method of claim 26, wherein said information includes the identity of at least one web page that said user has visited.

28. (new) The method of claim 26, wherein said information includes the frequency with which said user has visited at least one web page.

29. (new) The method of claim 26, wherein said information includes the nature of the content of at least one web page that said user has visited.

30. (new) The method of claim 26, wherein said information includes the identity of at least one item purchased by said user.

31. (new) The method of claim 26, wherein said information includes the price of at least one item purchased by said user.

32. (new) The method of claim 26, wherein said information includes an identifier of at least one advertisement selected by said user.

33. (new) The method of claim 26, wherein said information includes a rating supplied by said user.

34. (new) The method of claim 26, wherein determining a community for said user includes:  
determining interests of said user; and  
identifying a community that is associated with said interests.

35. (new) The method of claim 34, further including associating said user with said community.

36. (new) The method of claim 26 wherein members of said community share common interests.

37. (new) The method of claim 26, wherein members of said community engage in similar activities in said interactive medium.

38. (new) The method of claim 26, wherein selecting an advertisement to send to said user based upon said community of said user belongs includes:

- displaying said advertisement to a plurality of users;
- determining the proportion of members of said user's community that select said advertisement.

39. (new) The method of claim 38, wherein if said proportion of members of said community that select said advertisement is high, then selecting said advertisement for further display to members of said community.

40. (new) The method of claim 38, wherein if said proportion of members of said community that select said advertisement is low, then terminating further display of said advertisement to members of said community.

41. (new) The method of claim 26, including receiving a request from said user not to store information based upon the activity of a user in an interactive medium.

42. (new) A method for advertising, including:

- receiving information describing an attribute of a subset of users that belong to a community;
- associating said attribute with users that belong to said community and do not belong to said subset of users;
- receiving a request to send an advertisement to users associated with said attribute;
- sending through an interactive medium said advertisement to users that belong to said community and do not belong to said subset of users.

43. (new) A method for advertising, including:

- sending through an interactive medium an advertisement to a plurality of users;
- receiving an indication that a plurality of users have selected said advertisement;
- determining a community to which each of said plurality of selecting users

belongs;  
determining a probability with which a randomly chosen member of said community will select said advertisement.

44. (new) The method of claim 43, including sending said advertisement to a member of a community if said probability is above a predetermined threshold.

45. (new) A method for advertising, including:

receiving the identity of an interactive medium item in connection with which an advertisement is not to be shown;  
refraining from showing said advertisement in connection with said interactive medium item.

46. (new) The method of claim 45, wherein said interactive medium item includes one from the group of: a type of web site and a type of web page.

47. (new) The method of claim 45 wherein said interactive medium item includes one from the group of: a web site and a web page.

48. (new) A method of advertising, including:

sending a first advertisement to a user;  
receiving from said user an indication that the user rejects said first advertisement;  
replacing said first advertisement with a second advertisement in response to said rejection indication received from said user.

49. (new) A method of advertising, including:

storing at a user computer information based upon the activity of at least one user in an interactive medium;  
receiving at said user computer advertisement criteria;  
deciding at said user computer if an advertisement is to be shown at said user computer based upon said information and said advertisement criteria.

50. (new) The method of claim 49, wherein if said advertisement is selected to be

displayed at said user computer, then displaying said advertisement.

51. (new) A method for gathering information at a central database based upon the activity of a user with respect to a web page that does not display advertising, including receiving said information based upon a request from said user for said web page, wherein said web page includes a reference to said central database.

52. (new) The method of claim 51, wherein said reference is a link embedded in said web page to said central database.

### REMARKS

The present application is a broadening reissue of U.S. Appln. No. 08/774,180, filed on December 26, 1996, now U.S. Pat. No. 5,918,014 ("the '014 patent.") The '014 patent is at least partly inoperative by reason of the patentee claiming less than he had the right to claim in the patent. At least one error upon which reissue is based on the fact that the patentee claimed less than he had a right to claim at least because the invention encompasses associating an advertisement with an interactive medium item in connection with which the advertisement is NOT to be shown.

The examination of the present application is requested herewith. The Examiner is invited to contact the undersigned if there are any questions regarding this Preliminary Amendment or the reissue application itself.

Respectfully submitted,

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